

COHEN'S MONDAYS THE OPEN DOOR TO SUCCESSFUL SHOPPING.

This Big Store is full to overflowing with the greatest collection of popular priced goods we ever carried. We have the largest stock of merchandise ever shown in Richmond. There is a touch of the approaching holiday trade all through the store. Christmas is less than six weeks away—and you can get many hints for Yuletide shopping.

THE SILK BARGAINS OF THE YEAR.

3,400 Yards \$1 Taffetas, 39c. a Yard.
4,000 Yards 44c. Taffetas, 29c. a Yard.

We have just received an invoice of Imported Pure Silk Taffeta—in all the season's new designs and colors—which we have priced at 39c.; also 4,000 yards of 44c. Black Taffeta to be sold at 29c. a yard. They are the biggest Silk bargains of the year. You can save an average half on all these Silks, read on:

- \$1 Crepe de Chine, a soft, all silk, clingy fabric, in street and evening shades, including white, cream and black, for 60c.
50c. Pongees, in all colors, a lustrous, pure silk, washable kind, for 25c.
\$1.25 Yard Wide Black Peau de Soie, heavy enough for Coats or Dresses, every thread pure silk, special for 80c.
\$1.50 Guaranteed Black Taffeta, 36 inches wide, highest lustrous finish, special for \$1.15.
- \$2 Black "Peau de Franz," same on both sides, guaranteed Lyons best dye, special price \$1.
\$1.19 Black Moire Velours, 27 inches wide, embroidered in contrasting shades, suitable for Dresses or Waists, special for 50c.
\$1 Extra Heavy Black Lyons Dye Taffeta, 27 inches wide, 60c.
\$1.19 Black Peau de Cygne, soft and lustrous, finest wearing qualities, 27 inches wide, special for 88c.
75c. White Japanese Wash Silk, 36 inches wide; has a sheen like silver, for 44c.
- 60c. Black Peau de Soie, 20 inches wide, pure silk, heavy enough for waists or skirts, 45c.
50c. Lining Taffetas, in every wanted shade, pure silk, for 20c.
65c. Washable Taffetas, in all colors, including black and white, for 30c.
40c. Black Taffetas, 19 inches wide, guaranteed pure silk, 38c.
50c. White Habutai, pure silk, suitable for shirt waists and linings, 20c.
50c. China Silks, in all colors, cream and white, 23 inches wide, 30c.

COATS, SUITS, SKIRTS.

New \$5 Jackets, \$2.98.

We made a cash offer last week for a lot of Jackets a manufacturer had made to sell at \$5. He thought a dollar in the hand was worth two dollars in the bush, and accepted. You'll find bargains just as great in the Suit and Skirt Department, and as they are going out about as fast as we receive them, you can depend on getting brand new garments—and of the finest tailoring ever sold in Richmond.

COATS AND JACKETS.

Women's and Misses' Jackets, blue, black, castor and mode, tucked and stole effect—made to sell at \$5, for \$2.98.

Handsome Tail Coat Cloth Jacket, 19 inches long, perfect fitting, \$2.

Strictly Tailor Made Tail Coat Cloth Jacket, 27 and 30 inches long, seventeen gored, full satin lined, latest cut, \$12.50.

Full Three Quarter Length Box Coats of blind cheviot, in blue, black and brown, newest cut, \$12.50.

Handsome Sheer Seal Coats, beautifully tailored, full satin lined, a full \$25 value, for \$10.50.

Coats of finest Near Seal, with high, rolling collars and cuffs of real beaver, \$21.

Coats of finest Electric Seal, all sizes and lengths, newest cut, \$25 to \$75.

Misses' Full Length Coats of Panne Cheviot, stylish collarless effect, navy, black and brown—a \$25 coat for \$4.5.

Misses' 10 Zibeline Coats, stitched straps forming collars, finished with scroll effect cords, new cut sleeves, \$7.50.

Misses' \$5.50 Coats of fine Kersey, capes and stole, cut steel buttons, \$3.98.

\$5 Coats of Melton, in best colors, new cut, \$2.98.

Children's Three Quarter Coats, in tan, blue and red, a full \$4 garment for \$2.98.

Handsome Zibeline Coats, with circular capes, velvet finish, \$4.98.

Handsome Military Coats, this season's latest raid, \$7.50 and \$9.

The Little "Miss Moffet" Coats of Imported Zibeline, handsomely tailored, with muff attached, \$10 and \$13.50.

SKIRTS.

Dress Skirts of Melton, full flare, finished with silk bands, for \$1.50.

Dress Skirts of Broadcloth, artistically designed, silk bands, for \$2.50.

Walking Skirts of All Wool Cheviot, black and navy, strap and button trimmed, \$3.98.

Walking Skirts of fine quality Kersey, new designed straps, hip and panel trimming, \$5.

New Walking Skirts of fancy mixtures, eleven-gored flare, each gored piped with corresponding cloth, \$7.50.

Handsome Kersey Skirts, in black, blue and castor, new plaited panels, yoke and button trimming, a full \$1.50 skirt for \$3.98.

SUITS.

Tailor Made Suits of fine quality Broadcloth, Cheviot and Canvas Cloth, in various styles and colors, sold to \$35.00—over—silk drop skirts, choice \$18.

Handsome Broadcloth Suits, with welted seam corset coats, skirts to match—a \$25 suit for \$13.50.

Fine Quality Broadcloth Suits, with long plaited blouse coats, collarless, finished with stitched peau de soie, \$22.50.

New Suits of Cheviot and Melton, with plaited Norfolk coats, Oxford blue and black, \$15.

Tailor Suits, with straight cut coat, strapped seams, plain and fancy mixtures, \$10 and \$12.50.

RAN COATS.

Rain Coats in all the leading shades, fitted and box back, \$10.

Rain Coats of Priestley's Cravenette, in tan, brown, Oxford and olive, collarless, triple capes and full sleeves, \$15.

Rain Coats of finest Imported Cravenette, plaited back, triple capes, notch collar and belt, choice colors, \$20.

LININGS.

1,000 yards only, Mill End Perchline and Sellsias, goods worth 12-12c., for 5-4c. a yard.

Ten pieces Yard Wide Mercerized Sateen Linings, good 20c. quality, for 14c. a yard.

Black Moire Perchline Linings—lengths to two yards only—12-12c. to 20c. quality, for 7-1-2c. a yard.

Ten pieces Black Perchline Linings, best 12-12c. quality, for 9-1-2c. a yard.

Moire Velour Linings, 36 inches wide, all colors and black, for 25c. a yard.

A T GOODS.

Something new in Cushion Tops, just the thing for your friend, whether he be an Elk, Knight of Pythias, Mason, Odd-Fellow, Royal Arcanum or Shriner; all to be sold for 45c. each.

GLOVES.

Some Glove bargains of unusual interest.

Woman's 20c. Golf Gloves, in plain and fancy patterns, 25c.

Woman's Kid Gloves, in all sizes and colors, 50c.

Woman's \$1 Kid Gloves, 75c.

Misses' 30c. Kid Gloves, in red, white and black, 10c.

LINENS Worth a Third to a Half More.

Here are some Thanksgiving Linen suggestions. The first two items are big bargains and the fact that there are no Napkins to match knocks a third off their prices.

75c. for \$1.15 Double Bleach Pure Irish Linen Table Damask, handsome floral designs and two yards wide.

50c. for 75c. Pure Linen Table Damask, two yards wide.

\$1.50 a dozen for \$2 Pure Linen Dinner Napkins, five-eighths size.

\$2.85 a dozen for \$3.25 Heavy Double Damask Three Quarter Dinner Napkins.

10c. for the best 25c. pure Linen Huck Towels, 20x40, ever sold here.

10c. for 19c. Fringed Linen Colored Border Towels.

BARGAIN HINTS

From a Stock Full of Them.

Red, Black, Blue and Green Patent Leather Belts, 2c. each.

Twenty styles Fancy Purses, 10c. each.

Mercerized Embroidery Cotton, every color, 3c. a spool.

Jet Top Hat Pins, 3c. a dozen.

Dutch Silver Belt Pins, your initial on some, 10c.

Black Wrist Bags, with some Pocket Books inside—best 25c. book made, sale 10c. each.

Ready Made Black Chiffon Vellings, 25c. a veil.

50c. Cakes Palm Soap, special price 2c. a cake.

4-12 inch All Silk Taffeta Ribbons; also 3-12 inch Satin Taffeta Ribbons, 12-1-2c. a yard.

Fancy Silk Ribbons, 3-12 inches wide, 5c. a yard.

Men's Violette Talcum Powder, 11-1-2c. a can.

Ten gross Fancy Persian Buttons, cheap at 5c., any color, for 12-1-2c. a dozen.

Fifty gross Bone Buttons, black only sold for 10c. a dozen, this sale, 2-1-2c. a dozen.

Five gross Good Embroidery Scissors at 10c. each.

Five pounds Rose Perfume, 9c. an ounce—very bottle.

Men's \$1.50 Navy Blue Cardigan Jacket, 50c.

Black French Coney Boas, tail ends, special 75c.

Full Size Fancy Coney Boas, large fur tails, \$1.25.

Turkey Red Table Damask, 15c.

Hemmed Huck Towels, 3c.

Women's \$1.50 Lace Collars, special 50c.

Women's 20-inch Gloria Umbrellas, with steel red and Congo handles, 25c.

60c. and 75c. Velvets, 10c.

14-karat Filled Spectacles or Eyeglasses, periscopic lenses, warranted for five years, 75c.

Women's Knit Skirts, silk trimmed, in light and dark shades, 30c.

Fine Black Mercerized Skirts that were \$1.50, for 95c.

(Second Floor.)

2,000 Cloth Bound Books, the 15c. kind, for 5c. each.

Perfection Linen Paper, 4-1-2c., full pound.

75c. Leather Bibles for 25c.

New Testaments, 2c.

(Basement.)

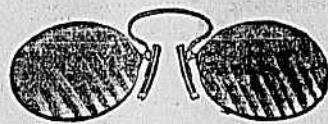
59c. RIBBONS, 25c.

Soft Finish Moire Taffeta Ribbons, 6 inches wide, in all shades, made to sell at 59c. On sale Monday at 25c. yard.

SOME MILLINERY SPECIALS.

At the least prices of the season:
New Pompons—latest fad for the Flat Iron Turban, 50c., 75c., 98c. and \$1.50.
Black Ostrich Tips, 50c. each. Wings, 10c. a pair.
A beautiful \$4.50 Shirt-Waist Hat, \$3.00.
A large line of Untrimmed Hats, many of them worth over double, for 50c. each.

IT IS YOUR PRIVILEGE



To pay \$20 to \$30, if you think best, for your Glasses, but when you can get the same here for one-fifth, it looks like bad judgment to pay more. Mr. Hulbert, a specialist of fourteen years' experience, has all the latest officially endorsed methods for testing your eyes and he will do it free of charge.

Vertigo, headache, black spots and pains in the eyes cured by use of our Periscopic Brazilian Crystal Lenses.

A lot of sample Opera Glasses just received will be put on sale Monday—too late for details—but you'll save a third to a half on them.

Rubber and Steel Frame Eyeglasses, also Spectacles; plane lenses, regular 25c., 15c.
Goldoin Spectacles and Eyeglasses, double convex lenses, regular 50c., 25c.
Nickel Plated Eyeglasses, periscopic lenses, patent clips, regular \$1. for 50c.

Skeleton Eyeglasses, Fox patent guard, periscopic lenses, case and cord included, regular price \$1.50, for 75c.
Solid Gold Frames, \$2.75 to \$4; also Eyeglasses, \$2.50 to \$5.
Full line of Optical Goods always on hand.

DRESS GOODS SAVINGS.

You have time to get the goods and have the costume made before Thanksgiving. Your delay in buying has saved you a third to a half; one of the specials for Monday is:

2,500 yards English Clay Serge, full double width, in all colors—a regular 60c. goods, for 45c. a yard.

Fancy Mixed Dress Woolens, looks like the \$1 kind, for 50c. a yard.

French Coat Cloth, 56 inches wide, for women's jackets, new shade tan, \$2.25 quality, for \$1.89.

All Wool Zibeline Cheviots, something new, 56 inches wide, for \$1.10 a yard.

Grey Melton Cloth, 58 inches wide, \$1.25 value, at 95c. a yard.

Drap d'Ete, new shades, brown and tan, special value for \$2.25 a yard.

Novelty Dress Fabrics in Zibeline and Scotch effects that sold for \$1.25 and \$1.50, for 90c. a yard.

All shades in Granite Melrose, 40 inches wide, a good 18c. value, at 42c. a yard.

All Pure Wool Crepe Albatross, full double width, in ivory color, at 37-1-2c. a yard.

Grey Melton Cloth, 58 inches wide, \$1.25 value, at 95c. a yard.

Double Fold English Clays, the regular 75c. grade, for 45c. a yard.

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Waistings: Flannels: Skirtings.

Not a one of these Waistings but was made to sell at two to three times as much, but we saved it and you get it. The flannels are also splendid values with ample choosing of the season's best.

- Handsome Mercerized Worsted Waistings, all new pastel shades, for 50c.
Red Medicated Wool Flannels for 10-2-2c.
Silk Embroidered Skirting Flannels, yard wide, for 50c.
Mercerized Fleece Lined Oxford, fancy printed, for 11-3-4c.
Solid and Fancy Printed Wool Elder-downs, every conceivable shade, for 25c.
A lot of Mercerized Waistings, in fancy woven, figured, solid and white
- Imported to retail for 50c. to 88c.; choice 88c. per yard.
Fancy Printed Russian Fleece, light and dark ones, a large assortment of designs and colorings, for 11-3-4c.
Solid Color and Fancy Plaid French Flannels, choice 45c.
Handsome Embroidered Albatross Waistings, all the new shades, for 50c.
16c. White Wool Flannels for 11c.
Wool Skirt Patterns, ready for belt, for 50c.
Double Fold Woven Plaid English Fleece for 12-1-2c.

BASEMENT NEWS.

Christmas is so close you don't have to climb a tree to see it—if you go through our Basement you feel almost as though it were in reach. Many wise shoppers are already picking up holiday gifts among the Books and House Furnishings. Our Book Department will gladden the heart of many a book lover—come, see it and read as much as you please.

HOUSEFURNISHINGS.

CHINAWARE.

10 Toilet Sets, in solid colors, heavily stippled, extra large Ewer and Basin, for \$7.50.
Twelve Piece Toilet Sets, in delicate shade of blue and pink, \$6.75.
Handsomely Decorated Twelve Piece Toilet Sets, with new shape pitchers—worth \$7, for \$5.98.
Nine Piece Toilet Sets, in pink and maroon, for \$3.75.
14.00 Toilet Sets for \$2.98.
Beautifully Decorated Bowls and Pitchers, \$1.15 and \$1.63.
\$1.38 Decorated Dinner Sets for \$4.50.
Dinner Set of 10 pieces, heavily gold stippled on white, dainty and neat, for \$1.98.
\$18 Dinner Set, with apple blossom decoration, \$10.50.
50c. Chocolate Cups and Saucers, in cobalt blue, 50c. each.
Limoges Chocolate Cups, in violet decoration, \$4 a dozen, from \$5.
Bouillon Cups and Saucers, in dainty rosebud decoration, \$4 a dozen.
Bread and Butter Plates—beautiful decorations on Cobalt blue, 25c. each.
Limoges Bread and Butter Plates, \$2 a dozen, from \$3.48.
French Limoges Oriental Set of seven pieces for \$1.25.

BRIC-A-BRAC—ORNAMENTS.

Real Pompeian Imported Vase, \$10.50, from \$3.
Oriental Urns, were \$5, reduced to \$3.50.
Beautiful Imported Busts, worth \$15, for \$7.50.
A handsome line of New Ornaments, with hand painted decorations and Renaissance designs.
China Umbrella Stands, \$1.50.
Something very new in Imported Umbrella Stands—were \$2, for \$1.48.
\$3.75 Jardiniere and Pedestals for \$2.98.

COTTONS AND OUTINGS.

Yard Wide Bleached Cottons and Cambrics, 5-3-4c.
5c. Dark Calicoes, 3-7-8c.
Two and a quarter yards wide Bleached Shee Ing's, 18c.
5c. Dark Outings, 3-4-4c.
6-1-4c. Canton Flannels, 4-1-2c.
Fancy Printed Dark Flannelettes, 6-3-4c.
One to ten yard lengths of Alpine Rose, Langdon, G. B., Pride of the West, Lonsdale Cambrics, 8c. a yard.
Double Paced Heavy Fleece Teazledown for 7-3-4c.
Fancy Woven Plaid, checked and striped, Dark Dress Gingham, for 7-1-2c.
6-1-4c. Indigo Prints, several designs, for 4-3-4c.
10c. and 12c. Crepe Finished Flannelettes for 7-3-4c.

As many of these are short lengths, you get them at about half of what they are worth.

CUT GLASS.

\$7 Cut Glass Bowls, \$4.08.
Sugar and Creamer in Dordfing-er's Cut Glass, \$4 from \$5.50.
Cut Glass Wine Glasses \$0.25 a dozen.
Cut Glass Mustard Jar, \$1.25.

SILVERWARE.

Silver Cracker Jar, with silver trimmings, \$1.75.
Four Piece Coffee Set for \$3.75.
Four Piece Tea Set for \$7.50, worth \$10.
Furn Dishes, from \$2.75 to \$4.
Silver Water Pitchers, from \$3.75 to \$6.50.
Silverplated Bread Trays for \$2, worth \$3.25.
Bon-Bon Dishes, from 25c. to \$3.
Individual Sugar and Creamers, 50c. each.

SUNDRIES.

Quadruple Plated Teaspoons, 98c. a dozen.
\$2 for a set of six Knives and Forks.
Rogers' Best Plated Tablespoons, \$4 a dozen.
Charet Jugs, \$1.
Glass Puff Boxes, with silver tops, for 25c.
Glass Cigar Holders, with silver tops, 25c.

ORANITE WARE.

Fourteen Quart Heavy Granite Seamses, \$2.30.
Seven Quart Covered Sauce Pans, 44c.
Four Quart Sauce Pans, 33c.
Double Coated Extra Deep Ham Boilers, 98c.
One Quart Baking Pans, 5c.
Rotary Flour Sieves, 9c.
Six Quart Cake Mould, 15c.
Seventeen Quart Galvanized Dish Pans, 30c.
Seven Quart Coffee Boilers, 22c.

25c. CANDIES, 12c.

On sale to-morrow a mixture of Cream Almonds and Peppermint, Gum Drops, Caramels, Jelly Beans and Cream Chocolates—all regular 20c. and 25c. Candies—for 12c. a pound.

BOOKS.

We can save you a third to a half on your Books, because our expenses for handling them are reduced to a minimum. You will be surprised to see how far \$5 will go in buying Books here. They were never sold for as little in Richmond—here or anywhere else.

BEDDINGS AT LITTLE PRICES.